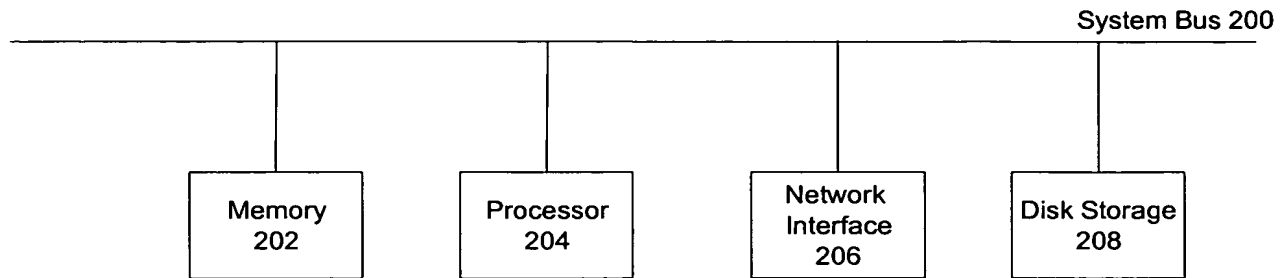


FIG. 1



102, 110, 120

FIG. 2

005027 " 60202 260

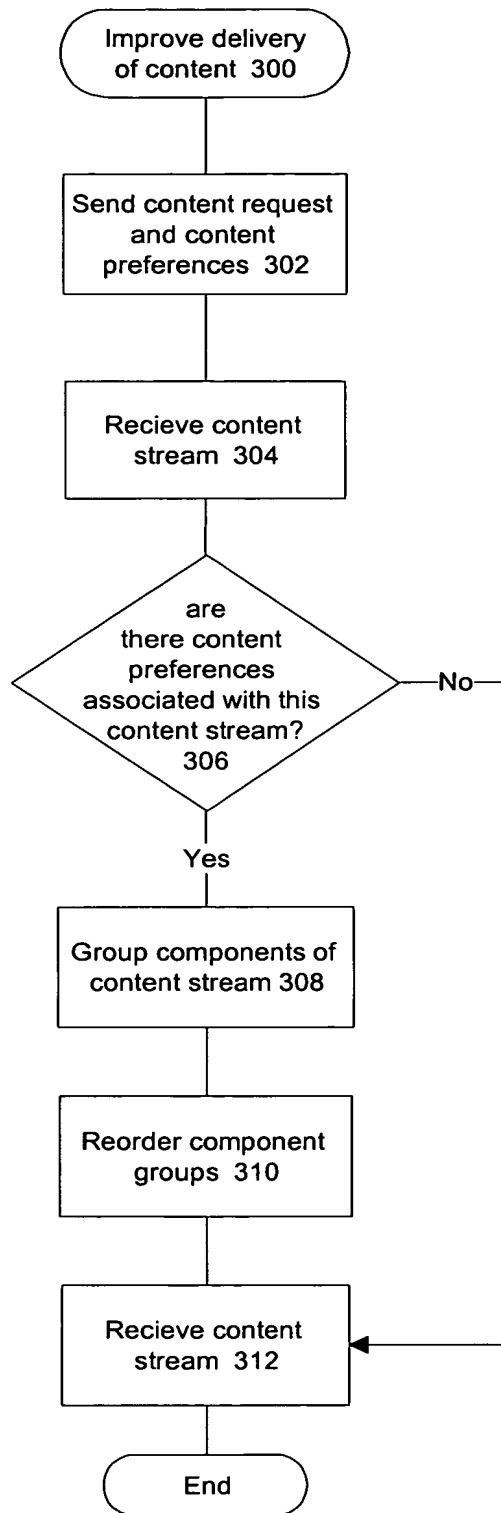


FIG. 3



HTML Content Stream

Text	.GIF	Text	.JPG	.RAM	.GIF	.PDF	.JPG	.RAM	.GIF
------	------	------	------	------	------	------	------	------	------

FIG. 5

Reordered HTML Content Stream

Text	Text	.PDF	.JPG	.JPG	.GIF	.GIF	.GIF	.RAM	.RAM
------	------	------	------	------	------	------	------	------	------

FIG. 6

005007 100500 002020 002020

XML Content Stream

Ad 1	Ad 2	Item	Dim X	Dim Y	Color A	Color B	Price	S&H	Discount
------	------	------	-------	-------	---------	---------	-------	-----	----------

FIG. 7

Reordered XML Content Stream

Item	Price	Discount	S&H	Dim X	Dim Y	Color A	Color B	Ad 1	Ad 2
------	-------	----------	-----	-------	-------	---------	---------	------	------

FIG. 8

005027 " 6060260

009730309 120500

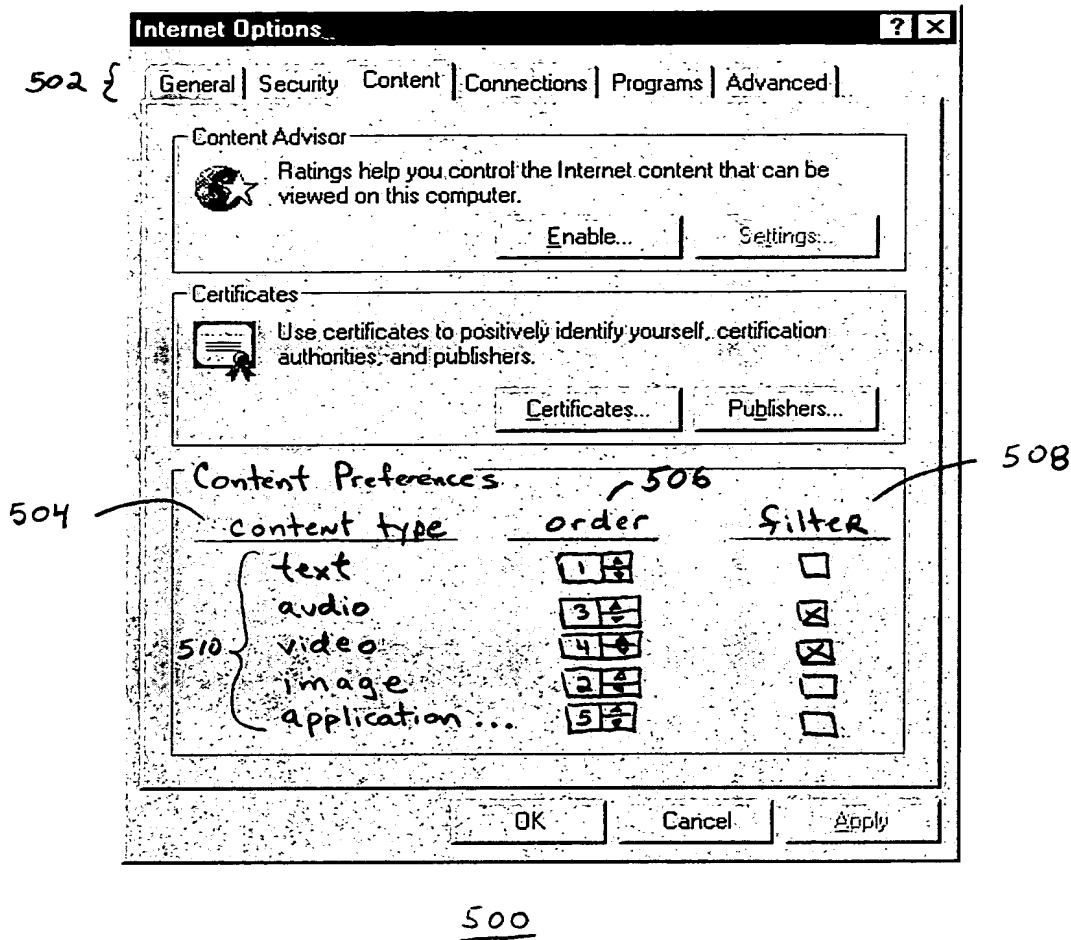


FIG. 9